

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis.

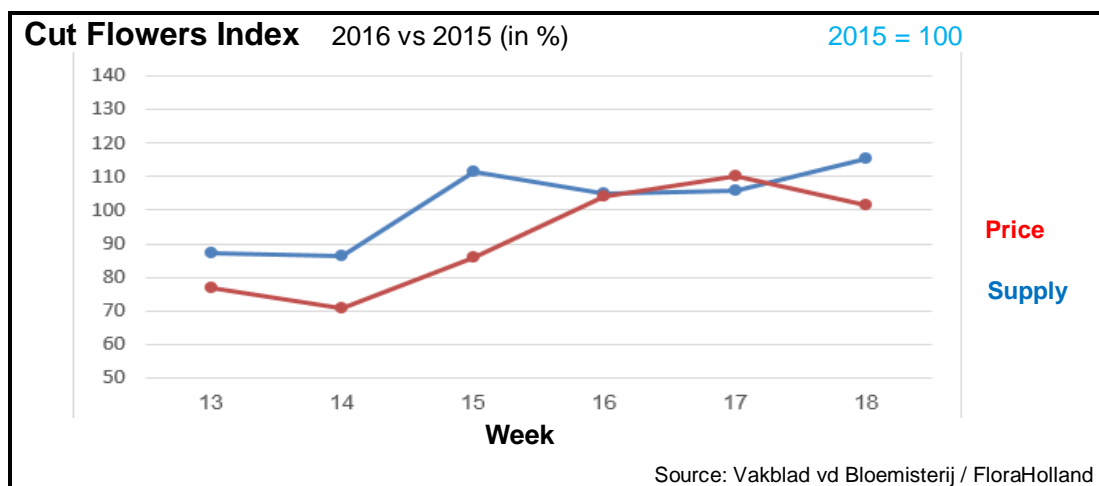
The Market Insider team

Week No. 18-2016

Date: 11/05/2016

#### The Royal FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



In week 18 the average price for cut flowers was 1.5% higher than in the same week last year. The total sold quantity was 15.3% higher.

Roses big got 0.6% more in price than last year, with 26% more stems sold. However, small roses got 11% less in price, while the number of stems was 11% higher.

Gerbera large got 26% more in price than last year, with 25% more stems sold.

Cymbidium achieved 51% better price than last year, with 21% more stems sold.

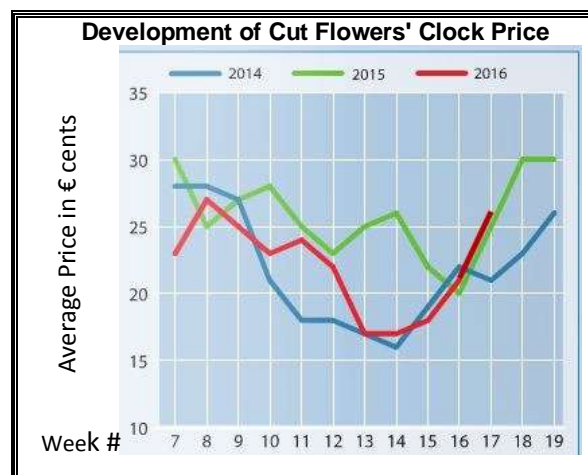
Eustoma got 25.4% higher price than last year, with 27% more stems sold.

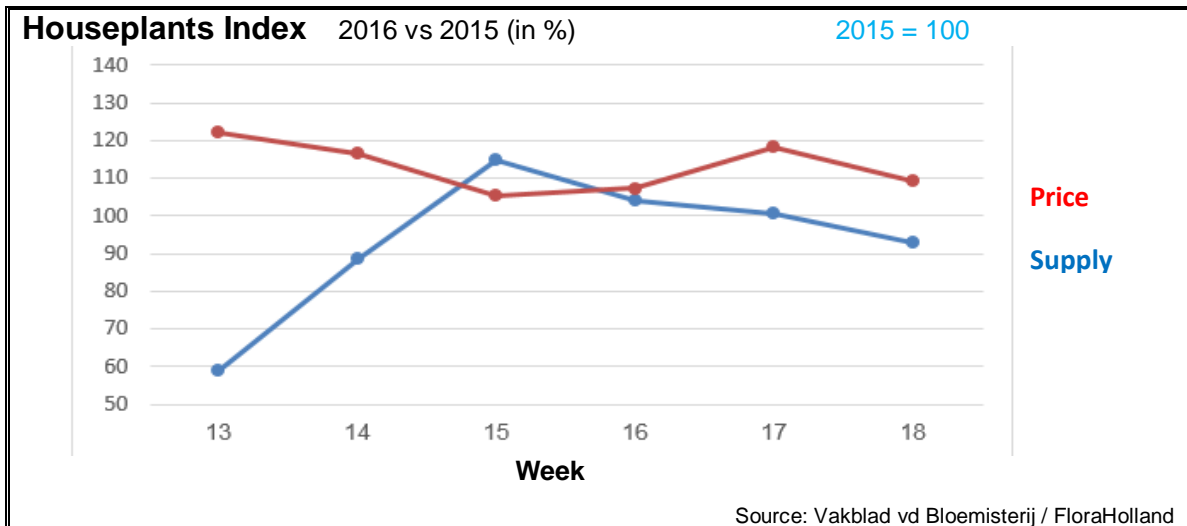
Carnations standard got 15% better price than last year, with 30% more stems sold.

Tulip 'single' was 33% cheaper, and the number of stems was 10% lower than last year.

Quite some products got better clock prices than last year; stood out with much higher price: achillea, asclepias, asparagus, campanula, dianthus barbatus, eucalyptus, helianthus, matthiola, ornithogalum, peony, pitosporum, solidago, and trachelium.

Some products got lower clock prices than in last year; remarkable were: agapanthus, anemone, aster, fatsia, and liliium.





In week 18 the average price for houseplants was 7% lower, while supply was 9.2% bigger than in this week last year.

Almost all products got better week prices this year than in the same week last year.

However, the group Various Houseplants was 6% cheaper; with 40% more sold pots than last year.

Ficus got 42% more in price, while supply was 30% lower than in 2015.

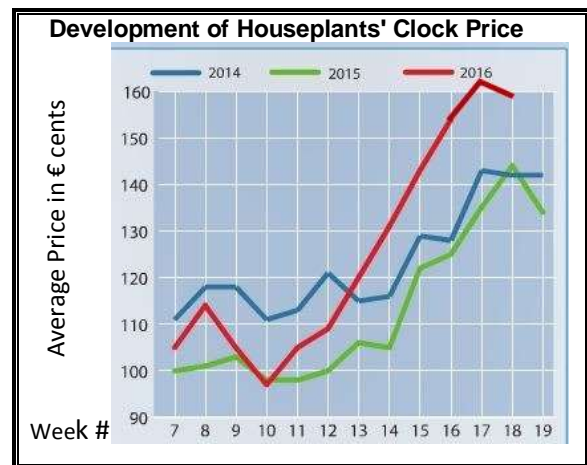
Dracaena was 32% more expensive in price, while supply was about 36% lower.

Begonia won 24% in price.

Hydrangea achieved 21% higher price, with some 15% fewer sold pots.

Zantedeschia was 16% higher in price than in 2015, while supply was 21% higher.

Bougainvillea was 22% more expensive in price, while supply was about 22% higher than last year.



**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



**Abbreviations used in the report**

AUS = Australia	MAL = Malaysia
CHI = China	NLD = Netherlands
COL = Colombia	NZL = New Zealand
ECU = Ecuador	PHI = Philippines
HAI = Hawaii	SGP = Singapore
IND = India	TAI = Taiwan
ISR = Israel	THA = Thailand
ITA = Italy	USA = United States
KEN = Kenya	ZAF = South Africa
KOR = Republic of Korea	ZWE = Zimbabwe
SLA = Sri Lanka	VIE = Vietnam

**Price Information: Floriculture Products - Japanese Markets (4 Auctions)**

**Issue No. W18 Date: 10/05/2016**

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and  
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during  
**week number : 18 in : 2016**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 108.36 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average US\$</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>		
<b>Total Cut Flowers Sold</b>	<b>25,882,925</b>					
Alstroemeria -- D	471,196	10	800	62	0.57	
Alstroemeria -- I	420	2	11	7	0.06	COL
Ammi majus -- D	89,780	1	160	43	0.40	
Ammi majus -- I	0					
Anigozanthos -- D	3,495	10	133	60	0.55	
Anigozanthos -- I	460		170	94	0.87	AUS NLD ZWE
Anthurium Pink -- D	40		350	246	2.27	
Anthurium Pink -- I	6,575	1	190	83	0.77	THA
Anthurium Red -- D	258		350	168	1.55	
Anthurium Red -- I	9,691	5	210	80	0.74	AUS THA USA ZAF
Anthurium White -- D	192		80	49	0.45	
Anthurium White -- I	4,359	1	190	78	0.72	THA
Banksia -- D	0					
Banksia -- I	371	105	330	211	1.94	AUS NZL
Brodea -- D	220		40	39	0.36	
Brodea -- I	0					
Bupleurum -- D	78,944	5	150	59	0.54	
Bupleurum -- I	0					
Calla -- D	107,044	11	320	69	0.64	
Calla -- I	7,489	10	280	108	0.99	NLD NZL
Carnations Spray -- D	1,187,115	1	180	72	0.67	
Carnations Spray -- I	1,899,648	1	205	34	0.31	COL
Carnations Standard -- D	1,363,304	2	320	81	0.75	
Carnations Standard -- I	3,952,414	1	280	41	0.38	COL
Chrysanthemum Spray -- D	878,715	2	140	48	0.44	
Chrysanthemum Spray -- I	654,070	10	153	49	0.45	KOR

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Delphinium -- D	227,615	10	300	72	0.66	
Delphinium -- I	0					
Dracaena -- D	54,152	4	900	49	0.46	
Dracaena -- I	365,458	1	150	44	0.40	SGP
Euphorbia Marginata -- D	6,680		80	46	0.42	
Euphorbia Marginata -- I	0					
Eustoma -- D	425,161	3	800	201	1.86	
Eustoma -- I	40		82	82	0.76	
Freesia -- D	5,830		70	24	0.22	
Freesia -- I	0					
Gerbera -- D	736,496	5	280	48	0.45	
Gerbera -- I	0					
Gladiolus -- D	111,100	1	120	54	0.50	
Gladiolus -- I	0					
Gypsophila -- D	815,105	7	350	65	0.60	
Gypsophila -- I	26,470		120	46	0.43	ISR
Heliconia Caribeana -- D	0					
Heliconia Caribeana -- I	5	870	870	870	8.03	
Heliconia Pendula -- D	620		200	53	0.49	
Heliconia Pendula -- I	196		250	114	1.05	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,760	7	110	41	0.38	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,385		290	113	1.04	AUS NZL ZAF
Lily Casablanca -- D	23,002	30	1,035	448	4.13	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	56,533	4	350	105	0.97	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	759,898	1	85	24	0.22	
Limonium Sinuatum -- I	0					
Molucella -- D	8,835	15	120	66	0.61	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	620		250	143	1.32	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	77,205	10	147	57	0.52	SGP THA
Orchid Cymbidium -- D	18,488	50	3,000	344	3.18	
Orchid Cymbidium -- I	515		1,250	775	7.16	NLD NZL
Orchid Oncidium -- D	4,160	25	550	189	1.75	
Orchid Oncidium -- I	98,965	3	250	109	1.01	SGP TAI THA
Orchid Phalaenopsis -- D	13,911	40	2,000	343	3.17	
Orchid Phalaenopsis -- I	12,293	80	880	439	4.05	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	171,480	15	80	33	0.30	THA
Ornithogalum -- D	39,860	7	130	34	0.32	
Ornithogalum -- I	3,173	7	85	61	0.57	NLD ZAF
Protea King -- D	325		2,850	794	7.33	
Protea King -- I	176	132	1,500	558	5.15	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,497	18	500	93	0.86	AUS NZL
Riceflowers -- D	5,190		180	97	0.90	
Riceflowers -- I	0					
<b>Rose Total -- D</b>	<b>1,410,044</b>	<b>1</b>	<b>2,500</b>	<b>101</b>	<b>0.93</b>	
<b>Rose Total -- I</b>	<b>789,600</b>	<b>1</b>	<b>700</b>	<b>54</b>	<b>0.50</b>	
Rose Amada -- D	19,283	35	280	129	1.19	
Rose Amada -- I	0					
Rose Avalanche -- D	86,323	9	260	74	0.68	
Rose Avalanche -- I	305		65	37	0.34	IND NLD

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Carpe Diem -- D	31,274	20	200	111	1.02	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	39,582	40	165	96	0.89	COL
Rose Gold Rush -- D	23,956	20	185	102	0.94	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	250		140	89	0.82	
Rose Gold Strike -- I	1,580	20	35	25	0.24	COL IND
Rose Noblesse -- D	7,239	10	130	55	0.51	
Rose Noblesse -- I	0					
Rose Red Roses D --	51,095	10	450	76	0.70	
Rose Red Roses I --	38,670		165	85	0.78	
Rose Red Star -- D	8,157	20	170	94	0.86	
Rose Red Star -- I	0					
Rose Samurai -- D	70,715	30	225	127	1.17	
Rose Samurai -- I	4,110	40	100	86	0.79	IND
Rose Sweet Avalanche -- D	42,650	20	185	100	0.93	
Rose Sweet Avalanche -- I	3,210		120	58	0.54	
Rose Sweet Unique -- D	3,300	30	185	112	1.04	
Rose Sweet Unique -- I	17,360	30	120	64	0.59	
Rose Teresa -- D	13,820	20	160	81	0.75	
Rose Teresa -- I	0					
Rose Tineke -- D	29,490	1	150	51	0.47	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	16,284	17	265	140	1.29	
Rose Yves Piaget -- I	1,580		141	100	0.92	NLD
Rose Spr Babe -- D	14,330	37	220	145	1.34	
Rose Spr Babe -- I	4,240		130	63	0.58	KOR
Rose Spr Lovely Lydia -- D	7,115	51	260	168	1.55	
Rose Spr Lovely Lydia -- I	950	55	150	71	0.66	KOR
Rose Spr Shooting Star -- D	8,990	30	250	135	1.24	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	22,050	50	170	94	0.87	
Sandersonia -- I	0					
Trachelium -- D	1,750		100	80	0.74	
Trachelium -- I	1,250		140	105	0.97	
Waxflowers -- D	2,940		90	55	0.51	
Waxflowers -- I	0					
<u>Green Foliage</u>						
Beargrass -- D	6		300	300	2.77	
Beargrass -- I	340	50	350	222	2.05	USA
Leatherleaves -- D	143,520	8	63	28	0.26	
Leatherleaves -- I	287,488	2	50	21	0.20	USA
Ruscus Israel -- D	4,060		60	30	0.28	
Ruscus Israel -- I	13,260		45	34	0.31	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	14,277	20	85	47	0.43	ITA
Salal -- D	5		204	204	1.88	
Salal -- I	36,689	25	700	161	1.49	USA